



CITY OF NOVI  
Long-Range Strategic Planning Committee Meeting  
**January 26, 2026, 5:30 p.m.**  
Mayor's Conference Room | Novi Civic Center | 45175 Ten Mile Road  
(248) 347-0445

**CALL TO ORDER:** 5:31 p.m.

**ROLL CALL:** Mayor Pro Tem Casey, Council Members Gurumurthy, Smith

**STAFF LIAISON:** Danielle Mahoney, Assistant City Manager

**ALSO PRESENT:** Katherine Oppermann, Recording Secretary  
Sheila Shockey, Shockey Consulting  
Grant Mayfield, Shockey Consulting  
Scout Frame, Shockey Consulting

**APPROVAL OF AGENDA**

Motion: Gurumurthy; Seconded: Smith; Approved 3:0

**APPROVAL OF MINUTES – October 2, 2025 Minutes**

Motion: Gurumurthy; Seconded: Smith; Approved 3:0

**PURPOSE OF THE MEETING**

1. Shockey Consulting Update

Assistant City Manager Mahoney welcomed the representatives from Shockey Consulting, and the group went through brief introductions as the Long-Range Strategic Planning Committee has a new member in Councilmember Smith.

Mr. Mayfield then proceeded to start reviewing the documents his firm had prepared, starting with the process diagram.

Ms. Mahoney stated that a draft for the online survey was currently in the works with an eye to launching it in February. This survey will function as the 1<sup>st</sup> level of engagement and, as a virtual survey, will be accessible to everyone.

Mr. Mayfield then talked briefly about the alignment loop design for communication/feedback and the engagement plan, noting that he would especially like any feedback the Committee might have on these items. Mayor Pro Tem Casey further emphasized that it is important for them, as elected officials, to give their input and hold themselves accountable throughout the process. Ms. Shockey stated that, as far as the questionnaires went, they would provide a general master list of questions for them to review. Mayor Pro Tem agreed that would be fair, the Committee doesn't need to be in the space of wordsmithing individual questions. Mr. Mayfield briefly explained that the questions were intentionally not

categorized into individual survey as they will use responses to initial surveys to create the flow of questions to follow (IE any of the questions on the master list may be used on any given survey).

Next the need to formalize the dates for upcoming workshops (for the Committee, Internal Project Team (IPT), and Community) was discussed. The workshops for the Committee and IPT are designed so each builds upon the prior and should therefore maintain the same group(s) throughout. Mayor Pro Tem agreed, noting that the as the purpose of this Committee is to facilitate this process, they would be the consistent attendees. She also suggested that we consider recording the sessions, pending City Attorney approval, so that the rest of Council can be kept apprised of the progress and work. Additionally, she requested that the Environmental Scan be provided to the entirety of Council in the upcoming 2/5 administrative packet, so everyone has the opportunity to provide feedback.

Mr. Mayfield then talked about the "Sounding Board" (formerly known as the pulse panel). This group will be asked targeted questions for feedback as well as being promoters of the Strategic Plan effort within their own communities. Ms. Mahoney pointed out that they will need to put in some work to identify the individuals for the Sounding Board and we will also need to form a consensus on the size/number of individuals that will compose the group. Mayor Pro Tem pointed out that there may some individuals we can contact that would potentially be able to reach/represent multiple groups identified.

City staff will be identified and trained to be local engagers for the project so that they can table at local events, explain the project and process, and engage the public in surveys or activities to help get feedback/data, build excitement, and give a human face to the process for the Long-Range Plan. These teams will always be sent out in teams of two – three and may also be called on to attend other area meetings such as HOAs or Rotary, if appropriate. There will also be some larger-scale Community Workshops that the Shockey team will be present to run, such as the generations profiles activity.

Councilmember Gurumurthy asked what platform we will be using for online engagement surveys. Mr. Mayfield stated that we are currently still working through that choice but that Flashvote or survey monkey would both be options. Shockey and the IPT are also working on a landing page that will act as the digital hub for promotion, updates, an FAQ, surveys, etc. It is planned that the surveys will also request some basic demographic information so we can make sure we are getting good representation from the population.

Mr. Mayfield also briefly reviewed the expected events/activities that would take place during Shockey's in-person visit in April 2026 including local engager training, a community workshop, and further review and refining by the Committee. He asked if the Committee had any other suggestions for what Shockey should be doing during the visit and some feedback included a tour of the City, a meeting with senior staff leadership, potentially a podcast appearance, etc.

Mayor Pro Tem commented that she liked the "shaping tomorrow together" tagline, Mr. Mayfield was pleased and noted that Shockey and the Novi Communications team had worked together.

The Committee briefly discussed the Sounding Board group further. Mayor Pro Tem suggested that approximately 12 individuals seemed like a good makeup. Ms. Mahoney suggested that the Committee members think on if they had any suggestions of individuals that might be good candidates for the group and provide the names to her shortly.

**AUDIENCE COMMENTS:** None

**ADJOURNMENT:** 6:35 p.m.

Motion: Gurumurthy; Seconded: Smith; Approved 3:0